

The Coolest Toys from the 1911 FAO Schwarz Catalog



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Smithsonian's Around the Mall blog recently dug up an awesome FAO Schwarz catalog from 1911, found over at the Internet Archive. It's filled with some pretty fantastic toys, including airship-themed board games, Kodak cameras, and carriages led by sheep. But these gifts didn't come cheap.


Even the board games were expensive. That airship-themed game (complete with metal airships) "A Voyage Through The Clouds" would set you back \$2.50, or about \$60 adjusted for inflation. The automobile-themed game was just a quarter less.

Below we've pulled a few highlights from the catalog. But if you ever find yourself time traveling to 1911 looking for some neat toys, don't forget to bring plenty of cash.


PALEOFUTURE

AUTOMOBILES


Strongest and Best Made. Prices include 2 Front Lamps and 1 Horn unless otherwise stated.



AUTO No. 99
Plain Bearing Model, Color, Auto Red
No. 99. Including 2 lamps and horn, $\frac{3}{4}$ inch rubber tires, body is 14x32 in. Adjustable seat. Suitable for children about 5 years old. Price.....\$9.00




AUTO No. 101. Ball Bearing



PLAIN BEARINGS
No. 1. Suitable for very small children. Wood frame body painted auto red is 12x26 inches, wheels with $\frac{1}{2}$ inch rubber tires. Including 2 lamps, 1 horn....\$10.00

Very fine model, handsomely painted in vermillion, nicel trimmings, mud guards, tangent spoke wheels with cushion tires. Length over all 56 in. Width over all 29 in. 14 in. wheels with $\frac{3}{4}$ in. cushion tires. Seats upholstered in imitation Maroon leather, tufted style. Ball-Bearing throughout. Suitable for children from 8 to 10 years old. Price including 2 lamps and horn.....\$50.00



AUTO No. 98
Plain Bearing Model, Color, Auto Red
No. 98. Including 2 lamps and horn, $\frac{3}{4}$ in. rubber tires, body is 13x28 inches. Adjustable seat. Suitable for children about 3 years old. Price\$8.00

These toy automobiles cost the people of 1911 between \$8 and \$50, or about \$194 to \$1,213 adjusted for inflation.



TRIXIE. Plain Bearings
Mounted on all steel frame, finished in auto red, with yellow striping; nicely decorated. Body is 13x32 inches. Bonnet trimmed with polished brass. Upholstered in Fabrikoid leather. Ratchet starting crank, license tag in rear. Two torpedo lamps. Wheels, front, 8 in., rear 14 in. $\frac{1}{2}$ inch rubber tires. Suitable for children about 4 to 6 years. Price.....\$14.00



PLAIN BEARINGS
No. 114. Basket Body. Oak finish, with red bonnet, Artillery wheels with heavy rubber tires. Seat and sides upholstered in brown imitation leather. 2 torpedo lamps and 1 large horn. Length over all 44 in. Suitable for children about 6 years.....\$35.00
No. 120. Part Basket Body, similar model in white enamel finish. Small seat for doll in rear. Length over all 42 in. Artillery wheels. Suitable for children about 6 years.....\$25.00




Depending on your size, an automobile cap would set you back anywhere from \$0.65 to \$1.25, or about \$15 to \$30 adjusted for inflation.

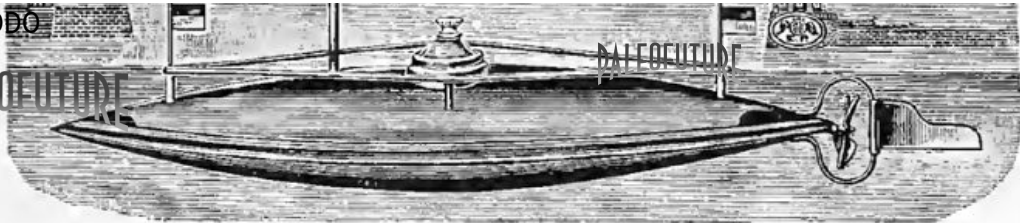
The automobile goggles cost \$0.20, or about \$5 adjusted for inflation.

Submarines and Divers





PNEUMATIC DIVER
 Operated by tube.
 7 inches (with pump) \$1.00
 To blow in tube
 8 inches..... 75c.
 (Like cut)



SUBMARINE BOATS (Tin)

When wound up and placed in water they dive and rise to the surface alternately. When run down they float.

| | | | | | |
|------------|--------|------------|--------|------------|--------|
| 10 in..... | \$1.00 | 11 in..... | \$2.50 | 12 in..... | \$3.00 |
|------------|--------|------------|--------|------------|--------|

The pneumatic diver was operated by a tube you could blow in and cost \$1, about \$24 adjusted for inflation. The tin submarine cost between \$1 and \$3, depending on which size you wanted — about \$24 and \$73 respectively, when adjusted for inflation.

Trains



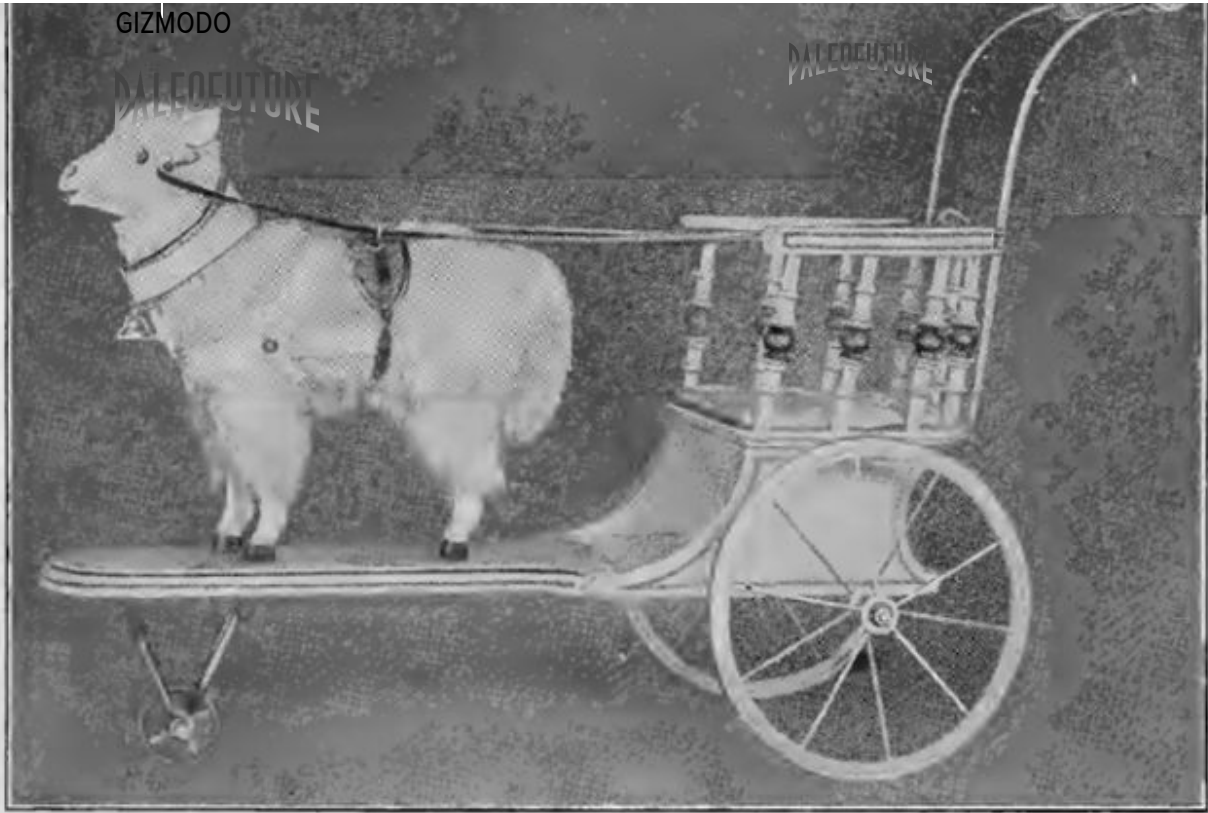
"20th CENTURY" LOCOMOTIVE
 Brass Trimmed Boiler with Tricycle Propelling Device. Wheels have Rubber Tires.
 Size of engine, 32 inches long, 3 1/2 inches high..... \$18.00
 With tender as shown, \$3.50 extra.

This toy train would set you back \$18 (about \$436 adjusted for inflation).

Toy Carriage with Sheep



GIZMODO



CABRIOLET WITH SHEEP FOR DOLL

Wooden body with enamel finish, woolly sheep, plain tire wheels. Length over all 32 inches, handle 23 inches from floor..... \$ 8.00

DOLL'S AUTO-CARRIAGE, similar to auto. shown on page 27. These vehicles are quite new..... 13.50

This cabriolet (or toy carriage) with a sheep doll attached cost between \$8 and \$13.50, or about \$194 and \$328 adjusted for inflation.

Aeroplanes

AEROPLANES



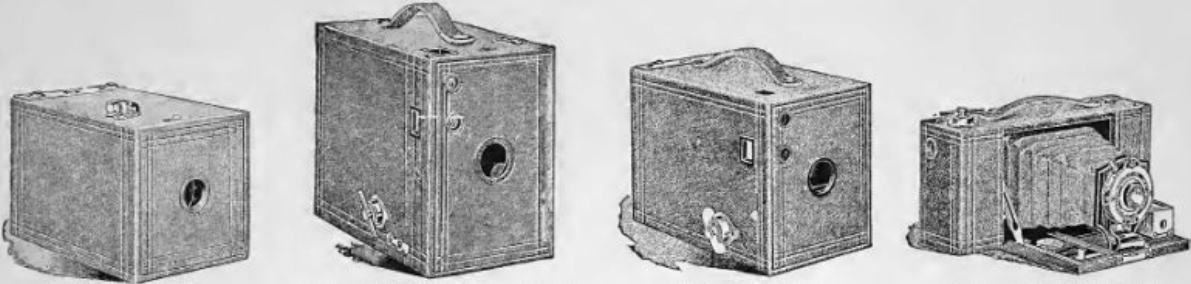
No. 6032. ALMA
Silk wings and Aluminum frame, length 28 in. overall....\$4.25

BLÉRIOT JR. No. 1
Blériot Jr. No. 1. White cotton wings, Wood frame 21 in. long.....\$1.25
Blériot Jr. No. 10. White cotton wings, Wood frame 21 in. long.....\$3.00
Blériot Jr. No. 12. White Silk wings, Wood frame 32 in., but better quality.....\$5.00

No. 6110 B. MONOPLANE
Aluminum frame with Silk wings, 31 in. long.....\$4.50
5956 Leblanc. Similar to 6110 B Monoplane. Double Aluminum frame with Silk wings, 31 in. long.....\$5.00
6112. Same as 6110 B but larger size, double frame, very much stronger construction, 31 in. long.....\$12.00

These toy aeroplanes cost between \$1.25 all the way up to \$12 for the deluxe monoplane — about \$30 up to \$290 adjusted for inflation.

Eastman's Celebrated Kodaks
Separate Illustrated Catalogue of Kodaks Mailed on Application



| | | | |
|---|--|---|---|
| No. 1. BROWNIE Pictures $2\frac{1}{4} \times 2\frac{1}{4}$ in. No. 1 Brownie Camera, Meniscus Lens, Eastman Rotary Shutter \$1.00 No. 1 Brownie Carrying Case, holds Camera and Finder..... .50 N. C. Film Cartridge, 6 exposures, $2\frac{1}{4} \times 2\frac{1}{4}$15 Brownie Finder, detachable..... .25 No. 1 Brownie Developing and Printing Outfit, including paper for 24 prints..... .90 | No. 2. BROWNIE , Pictures $2\frac{1}{2} \times 3\frac{1}{4}$ in. No. 2A. BROWNIE , Pictures $2\frac{1}{2} \times 4\frac{1}{4}$ in. Brownie Camera, Meniscus Lens, Eastman Rotary Shutter..... \$2.00 \$3.00 Brownie Carrying Case, with shoulder strap..... .75 .75 N. C. Film Cartridge, 12 exposures..... .50 N. C. Film Cartridge, 6 exposures..... .20 .25 Kodak Portrait Attachment A B C Developing and Printing Outfit..... .50 .50 1.50 1.50 | No. 3. BROWNIE Pictures $3\frac{1}{2} \times 4\frac{1}{4}$ in. No. 3 Brownie Camera, Meniscus Achromatic Lens, Eastman Rotary Shutter..... \$4.00 No. 3 Brownie Carrying Case, with shoulder strap..... 1.00 N. C. Film Cartridge, 12 exposures $3\frac{1}{2} \times 4\frac{1}{4}$70 Ditto, 6 exposures..... .35 Ditto, "Double Two" Cartridge, 4 exposures..... .25 Kodak Portrait Attachment..... .50 | No. 2. FOLDING BROWNIE Pictures $2\frac{1}{2} \times 3\frac{1}{4}$ in. No. 2 Folding Pocket Brownie, Meniscus Lens, Pocket Automatic Shutter..... \$5.00 No. 2 Folding Pocket Brownie Carrying Case..... .75 N. C. Film Cartridge, 6 exposures, $2\frac{1}{4} \times 3\frac{1}{4}$20 Kodak Portrait Attachment..... .50 |
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Kodak was instrumental in branding the camera as a tool that anyone could use. Their most basic camera retailed for just \$1 — or about \$24 adjusted for inflation — and helped usher in the age of the snapshot.

[Internet Archive via Smithsonian magazine]



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SPONSORED

How a Biologist Takes Photos From Deep Inside Underwater Caves



Angela Wang for Canon
12/21/17 3:00pm •

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Courtesy of Jenny Adler. Shot with the Canon EOS 6D Mark II DSLR.

Everyday, millions of Floridians walk atop a massive aquifer, living and going about their lives directly above a complex layer of earth that supplies their drinking water. Not many people know what it's like to swim in the 1,000 freshwater springs that the aquifer feeds. Even fewer know what it's like to dive deep into the system of underwater caves and tunnels that comprise it.

One of those people is Jenny Adler, and she does it all with a camera in hand. We challenged her to shoot the most otherworldly photos she could, using the new Canon EOS 6D Mark II DSLR. But first, we spoke to the marine-biologist-turned-photographer to ask what it's like capturing the world beneath our feet.

Studio@Gizmodo: You're a biologist, a cave diver, and a photographer. Can you tell us more about your background and how you got into that line of work?

Jenny Adler: I originally was trained as a marine biologist, and I did my undergrad at Brown. After I graduated, I moved down to Gainesville, Florida to work as a biologist for the US Geological Survey. Because of that fieldwork, and because of Gainesville's proximity to tons and tons of springs, I ended up starting to swim in a lot of them, jumping in them to cool off. And I became really obsessed with them.

Photography at first was a way for me to share the springs with my family back at home. But as I started to really research them, I started noticing that they were actually degrading and full of a lot of algae. I started documenting that with my camera as well. It's through photography that I started to communicate about the ecosystems to people who didn't normally swim in them, and who also spent their lives living on top of the aquifer.

How does your scientific background influence the way you take photos?

Studying science has informed my photography in that I know how to both read scientific papers about the research that's happening at springs and also how to communicate with the scientists that are conducting the research. I'm able to ask them questions, understand what their process is, and really be able to give an accurate voice to the science through photography.